



**To:** Douglas DDA Board

**From:** Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** November 20, 2024

**Subject:** DDA Shop & Dine Passport Program Update (Discussion)

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The first year of the Shop & Dine Passport program is off to a fantastic start! We've received positive feedback from several businesses, noting increased foot traffic and a few purchases linked to the program.

We initially printed 250 passports, which were all claimed by the first weekend. To keep up with demand, we ordered an additional 250, followed by another 500, ensuring we have plenty to carry the program through its end on November 30th.

After the program concludes, we will review each returned passport to track which businesses participants visited. This data will be compiled and shared with the DDA at the December meeting to provide insights on traffic patterns across the participating locations.

Special thanks to Jenny Pearson for designing the Douglas Downtown Dollars—they look fantastic! We're preparing instructions to include in the envelopes for prize winners, outlining how the Downtown Dollars can be used. These dollars will be valid through June 30, 2025, allowing us to close the program as we prepare for the new fiscal year beginning July 1, 2025.

Thank you to everyone for helping make this program a success!